



2024 POST EVENT REPORT



4,203

from

countries

Visitors to the show were predominantly from: Mainland China, Hong Kong, Macau, and Taiwan markets

which represented

75%

SHARE PER ACTIVITY



TOP VISITING MARKETS

O1 MAINLAND CHINA

06 SOUTH KOREA

02 HONG KONG

07 MALAYSIA

03 TAIWAN

08 FRANCE

04 THAILAND

09 VIETNAM

05 SINGAPORE

10 MACAU

PERFORMANCE NETWORKING

4,237

pre-booked meetings

A global Key Buyer and Hosted Buyer programme



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1,032 _{from}



30%

of exhibitors were from French producing regions

wineries from Australia



EXHIBITORS



spirits brands & no/low



countries

55 It is very valuable to participate in Vinexpo Asia because we work in a business where not only the face-toface contact, but also presenting our wines and having an opportunity for potential clients to try them is an absolute must. $\bigcirc\bigcirc$

66 A paradise for wine buyers and sellers! I hope the show keeps going and that it gets better and better every year!

> Le Qu. Shenzhen Chuyuan Industrial (China)

55 The great thing about Vinexpo, particularly in Hong Kong, is the number of new contacts that we make and the possibility of doing new business. 99

> Chris James, Bordeaux Vins Selection (France)

Martha Perry, Baron de Ley Group (Spain)



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MEDIA EXPOSURE

SOCIAL MEDIA

137k followers overall

© 22k in 29k

15k **f** 60k [X]

小紅书

11k

PRESS

300+

journalists

1,000+ articles published

COUNTRIES OF ORIGIN

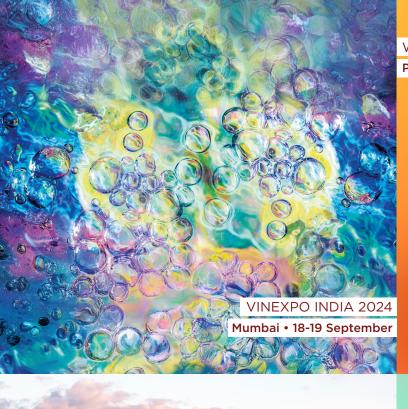
01 CHINA/HONG KONG

02 SOUTH KOREA

Q3 ITALY

04 FRANCE

05 AUSTRALIA











VINEXPO ASIA 2025 Singapore • 27-29 May

